

Campaign Toolkit



Ohio

Recovery
is within reach

rev. June 2023

About the Toolkit

We need your help spreading the word and educating the community about the **financial impact of opioid use disorder** on Ohio families and our state. We hope you can post information about the issue on your social media platforms and share relevant resources with your connections. Thank you for your support as sharing this information is key to this effort.

This toolkit includes **facts about the issue, sample social media content and testimonial videos** that you can use to amplify the campaign messages and help financial advisers and Ohioans understand the resources and treatment options available to them. Check the [News section](#) of our website where we will share new content on an ongoing basis to continue to inform the community.



Campaign Goals

INFORM financial advisers and Ohio families that addiction is common and poses a massive financial risk for the families affected by it.

TRAIN financial professionals on the signs of substance use disorder and how to help clients navigate the associated costs.

EDUCATE Ohioans on ways to pay for treatment and that accessible, nearby recovery options are available.

Campaign Facts

One in 13 Ohioans has a substance use disorder.¹

[Tweet this fact.](#)

Opioids account for 84% of all drug overdose deaths in Ohio.² **[Tweet this fact.](#)**



Ohio is 1 of 5 states with the highest rates of opioid overdose deaths in the nation.³

The most recent CDC data shows opioid use disorder and opioid overdose deaths cost Ohio more than \$72.58 billion — more than any other state in the nation.⁴ **[Tweet this fact.](#)**

Ohio had the second-highest per capita cost of opioid use disorder and overdose death in the country.⁴

1. [OHIO – National Survey on Drug Use and Health – SAMHSA](#)

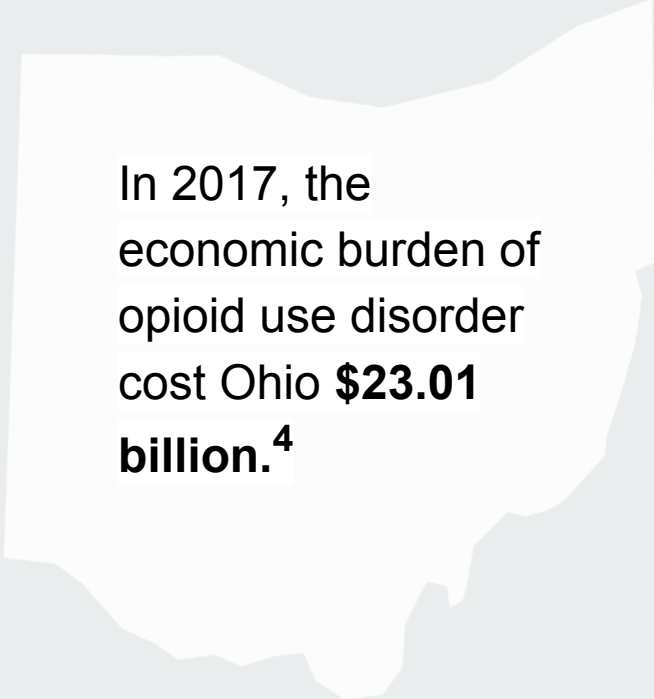
2. [KFF: Opioid Overdose Deaths and Opioid Overdose Deaths as a Percent of All Drug Overdose Deaths](#)

3. [NIH: Opioid Summaries by State](#)

4. [Economic Cost by State: Opioid Use Disorder and Fatal Overdose. 2017](#)

Financial advisers estimate that opioid abuse by a single family member can cost a client \$35,000 per year.⁵ [*Tweet this fact.*](#)

Families experiencing opioid use disorder spend up to \$15,272 more in health care costs each year.⁶ [*Tweet this fact.*](#)



In 2017, the economic burden of opioid use disorder cost Ohio **\$23.01 billion.**⁴

4. [Economic Cost by State: Opioid Use Disorder and Fatal Overdose, 2017](#)

5. [Ohio Department of Commerce: Impact of Opioid Addiction Project, 2022 Statewide Adviser Survey](#)

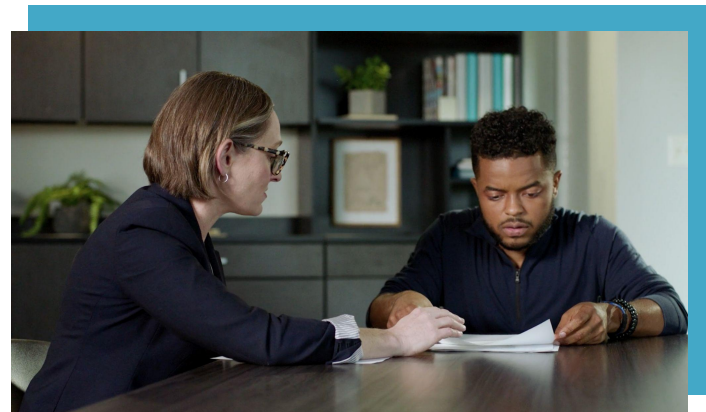
6. [SOA: Economic Impact of Non-Medical Opioid Use in the United States](#)

How Financial Advisers Can Help

Thirty-nine percent of people did not seek treatment because they couldn't afford it or didn't have health insurance.⁷

The prevalence of addiction in Ohio would suggest that many financial advisers are **missing the signs** that it is affecting their clients. Nearly two-thirds of financial advisers in Ohio reported that **none of their clients were impacted by an opioid addiction**.⁸

A trusted financial adviser can help **mitigate financial risk** by educating themselves and their clients about the **signs of addiction and available treatment resources**.



7. [National Survey on Drug Use and Health, 2014](#) (Summarized [here](#)).

8. [Ohio Department of Commerce: Impact of Opioid Addiction Project, 2022 Statewide Adviser Survey](#)

Sample Social Media Posts

Use the creative below to support the goals of Recovery Within Reach. Please edit the captions to fit the voice of your organization as you see fit.



[Watch or share 60-second PSA](#)

[Watch or share 30-second PSA](#)

Option A:

Ohio's Recovery Within Reach campaign aims to assist families and individuals in preparing for a circumstance many typically don't plan for: addiction. Watch the PSA to learn more:

<https://youtu.be/JOHhOj8lfqg>

Option B:

You have the power to help your family and community through the challenges and costs associated with substance misuse. Learn more:

<https://youtu.be/Ly5RCbbMQXI>

#RecoveryWithinReach #TreatmentWorks



RECOVERY IS WITHIN REACH.

Ohio | Department
of Commerce

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Option A:

Recovery Within Reach is here to help those living with addiction access the resources they need to start their journey to recovery. Make a plan for recovery and find treatment at RecoveryWithinReach.Ohio.Gov. #RecoveryWithinReach

Option B:

Addiction is never part of the plan. But recovery is within reach. Visit RecoveryWithinReach.Ohio.Gov to find accessible, nearby treatment options. #RecoveryWithinReach #TreatmentWorks



ACCESS IS AVAILABLE.

Ohio | Department
of Commerce

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Option A:

Are you looking for addiction treatment resources, either for yourself or someone you love? Recovery Within Reach has the tools to help make treatment more accessible. Visit our website to learn more:

<https://bit.ly/3YDu5Yy>. Together, we can make

#RecoveryWithinReach

Option B:

Cost should never be a barrier to addiction recovery. Find accessible treatment options at RecoveryWithinReach.Ohio.Gov.

#RecoveryWithinReach



TREATMENT HAPPENS TOGETHER.



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Option A:

Financial advisers are available to help navigate the cost of addiction treatment. Together, recovery is within reach. Visit RecoveryWithinReach.Ohio.Gov to learn more.

#RecoveryWithinReach #TreatmentHappensTogether

Option B:

Recovery Within Reach connects you with financial advisers and treatment experts, because access to and cost of treatment should never be barriers to recovery. Make a plan for recovery at RecoveryWithinReach.Ohio.Gov. #RecoveryWithinReach

#TreatmentHappensTogether



While addiction treatment can be expensive, there are ways to cover the costs. Recovery Within Reach's new survey connects you with resources to help pay for treatment.

Take the survey today:
<https://bit.ly/3GZuNZ8>

[Download this image](#)



Recovery is Within Reach — and we have the resources to get you there. Make a plan for recovery today at <https://bit.ly/3YDu5Yy>

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Did you know that getting treatment is more cost-effective than not getting it? Recovery Within Reach's treatment map allows you to find nearby treatment options that can make recovery more accessible. Learn more at <https://bit.ly/3tuuA9l>

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Testimonial Videos



Financial adviser Cheryl Canzanella discusses the financial impact of addiction.

[Download this video](#)



Cheryl shares her personal experience with addiction and how sharing stories like hers can help so many others.

[Download this video](#)



Learn about the first-of-its-kind work that Recovery Within Reach is doing, and why Cheryl chose to partner with Ohio.

[Download this video](#)

Testimonial Videos



Lori Eisel draws on her personal experience to reinforce the importance of training on the financial impact of addiction.

[*Download this video*](#)



Financial planner Lori Eisel discusses how to start talking with clients about addiction.

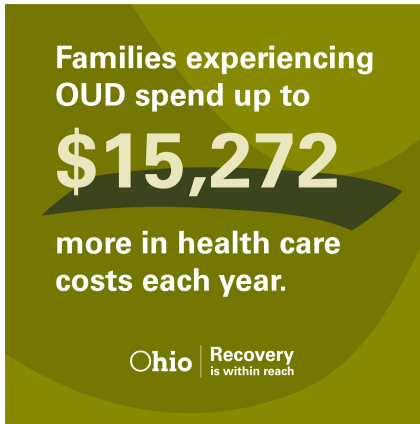
[*Download this video*](#)



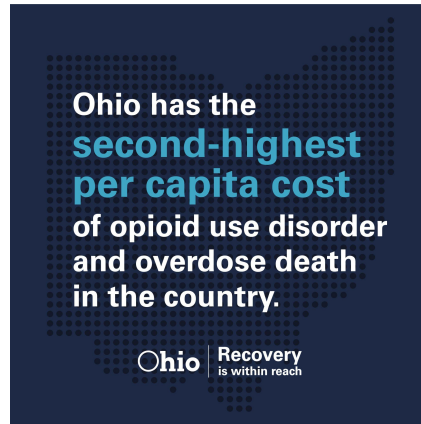
Lori discusses the prevalence of substance use disorder and how it can happen to anyone — including the clients of financial advisers.

[*Download this video*](#)

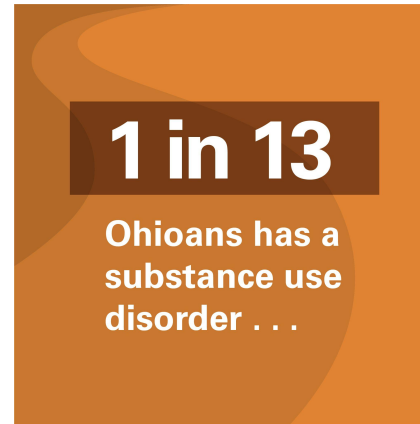
Additional Graphics



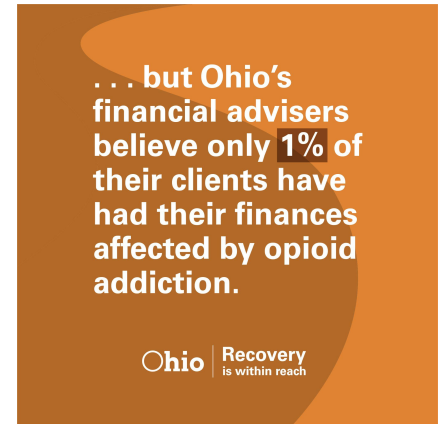
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In the Media



The Columbus Dispatch: New training could help financial advisers spot warning signs of addiction

Like so many others, Manny Delaveris' opioid use disorder took both an emotional and financial toll on himself and his family and friends. Recovery Within Reach's new training course aims to help financial professionals identify the signs of addiction to help families like Manny's.

[Read Full Story >](#)

[Download video of Manny](#) | [Download video of Kelly and Steve Delaveris](#)



The Columbus Dispatch: Why we need to talk about the cost of addiction

Tammy Foeller, a central Ohio mother, opens up about her daughter's substance use disorder and the financial strain it caused. By confiding in her financial adviser, Kathy Gilliland, Tammy learned ways to pay for treatment without dipping into her retirement.

[Read Full Story >](#)

[Download video of Tammy](#) | **[Download photo of Tammy and Kathy](#)**

Campaign Resources

The logo for Ohio Recovery features the word "Ohio" in a white, sans-serif font. The letter "O" is stylized as a blue circle with a white outline.

Recovery
is within reach

Website: RecoveryWithinReach.Ohio.Gov

Twitter: [@OHSecuritiesDiv](https://twitter.com/OHSecuritiesDiv)

LinkedIn: [Ohio Department of Commerce](https://www.linkedin.com/company/ohio-department-of-commerce)

Facebook: [Ohio Department of Commerce](https://www.facebook.com/ohio-department-of-commerce)

#RecoveryWithinReach

#TreatmentHappensTogether

#RecoveryIsPossible

#TreatmentWorks



#RecoveryWithinReach

Ohio

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